



15 Oakwood Avenue
Norwalk, CT 06850
Phone: 866-882-4407
Fax: 203-750-8754

METROFLOR APPOINTS DIRECTOR OF MARKETING

Norwalk, CT, Aug. 19, 2015 – Russ Rogg, president and CEO of Metroflor Corp., announced the appointment of Gary E. Keeble, Jr. (LEED AP) as the company’s Director of Marketing. In his new role, Keeble will assume marketing communications and brand management responsibilities for Metroflor’s portfolio of brands — Konecto, Engage, Engage Genesis, Metroflor and Artistek Dryback, as well as Prevail Adhesives & Accessories. He will direct and supervise advertising and public relations, social media, merchandising, trade show activity and new product development. He will be based at the company’s Calhoun, GA campus.

Keeble brings over 25 years experience in the flooring industry to Metroflor Corp., spanning multiple categories both residential and commercial. He has worked for leading manufacturers including Patcraft Commercial Carpet (Marketing Manager), Beaulieu of America (Marketing Manager Residential), Mohawk Industries (Brand Manager, Hard Surfaces), and with several merchandising companies. Before joining Metroflor, he served for seven years at USFloors Inc., where as Product and Marketing Manager, he developed brands, messaging, marketing communications and merchandising for the company’s cork, bamboo, hardwood, and LVT products.

“Gary comes to us with years of marketing and merchandising experience, having worked at such fine companies as Mohawk Industries, Beaulieu and most recently, USFloors,” said Rogg. “He is disciplined, insightful, practical and will be a wonderful addition to our team as we prepare to launch a variety of new products, improve our social media activities and enhance our web presence. We are thrilled to have Gary on the Metroflor team and expect him to have an immediate and positive influence on the brand experience for all Metroflor products.”

Said Keeble, “I’m thrilled to join the team at Metroflor and have an opportunity to build on what they have created in the LVT arena. Metroflor is partnered with the best distributors in the floor covering industry, and I have the opportunity to work with each of them to create a brand experience that is second to none.”

#

PRESS CONTACT:
Susan Bang PR
sbang@susanbang.com
917-991-9714